

## SUPPLEMENTATION OF WEB PAGES WITH PRODUCT-RELATED INFORMATION

### Abstract of the Disclosure

5 A client executes in conjunction with a web browser on a user computer to  
supplement web pages with product-related data. The client identifies a web page  
loaded by the web browser and requests, from a product data server, an identification of  
products represented on the web page. The client displays a user-selectable display  
element for each identified product. Selection of a display element causes the client to  
retrieve product-related data for the associated product from the data server and to  
10 present the data in conjunction with the web page. The client also collects product-  
related data from users and supplies the collected data to the product data server for  
subsequent access by any of several instances of the client executing on user computers.  
A dynamic process identifies an auction bid offer for a product and presents the offer to  
users in conjunction with representations of the product on any web page.